

FAST FACTS

Discovery Communications, Inc.

History/page three

1989

January

Discovery is named the fastest growing cable television network for the second year in a row by A.C. Nielsen.

March

Discovery subscriber base passes the 40 million mark with 40.6 million households on line (Nielsen, March 1989).

Cox Communications, Inc., NewChannels Corp. and TCI Development Corp. purchase shares of Discovery previously held by Allen and CO., New York Life, Westinghouse and other non-MSO investors of the network.

April

Discovery launches The Discovery Channel - Europe to more than 200,000 homes in the United Kingdom and Scandinavia.

Discovery ranks among the top cable networks in non-subscriber interest in Beta Research Corp.'s national non-subscriber poll.

September

Discovery launches its educational initiative, **Assignment Discovery**, a one-hour weekday morning program designed to be taped by teachers for use in the classroom.

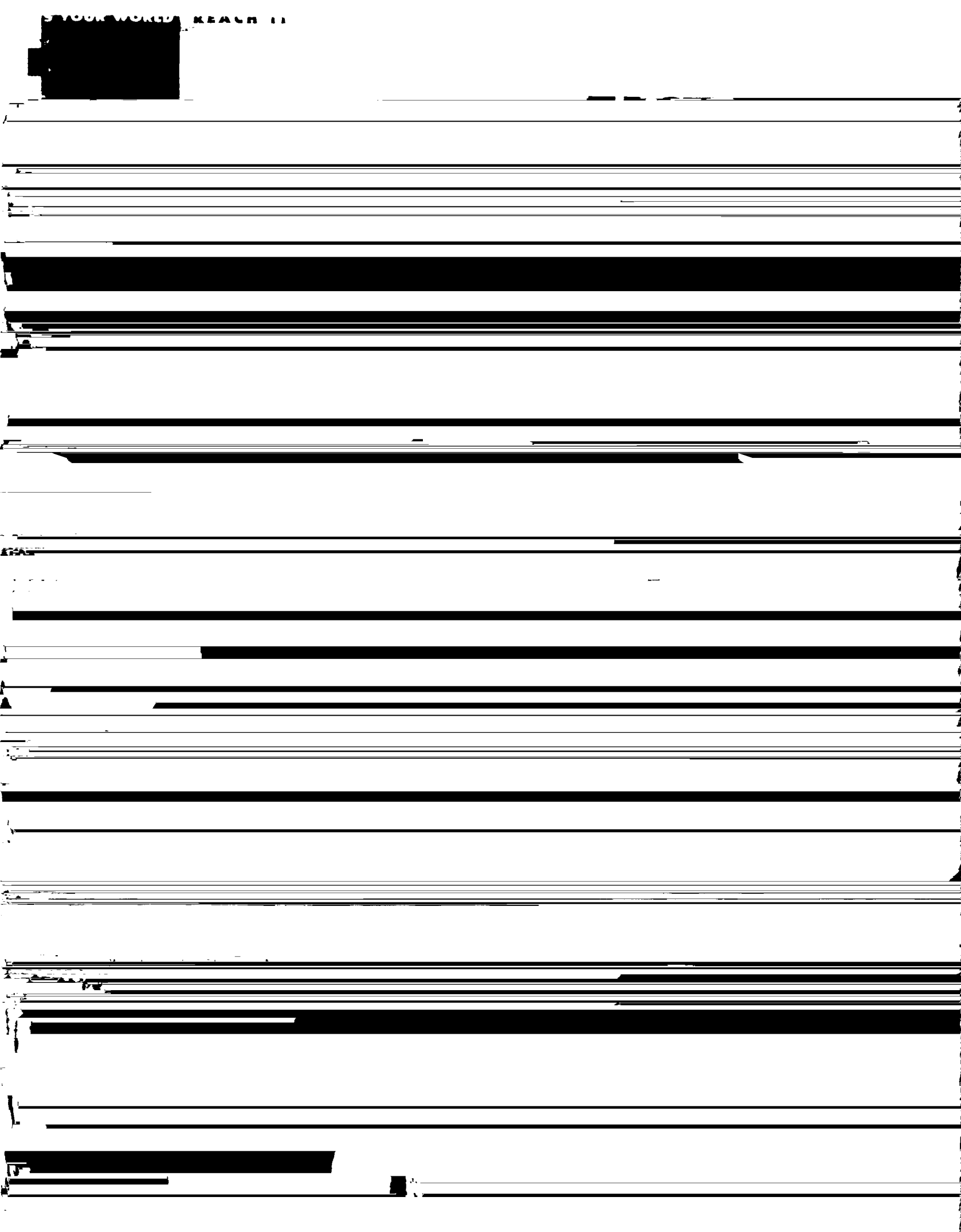
Discovery begins week-long tribute to Africa with **Safari Live! Africa Watch**, an unprecedented live transmission from Kenya's Masai Mara Game Reserve. The tribute continued with **Ivory Wars**, and concluded with

1990

- January Discovery launches The Discovery Interactive Library, cable television's first entry into the interactive video market.
- February Discovery forms its first corporate programming partnership, signing an agreement with Mobil Corporation, Saudi Basic Industries Corporation (SABIC), and the Saudi Arabian Oil Company (Saudi ARAMCO). The agreement supports the world television premiere of **Arabia: Sand, Sea & Sky**.
- April Discovery enters the home video arena via direct home video sales. Initial offerings include a minimum of one video per month.
- Discovery passes the 50 million subscriber mark according to A.C. Nielsen's May Universe Estimate. Discovery stands at 50,367,000 households and ranks as the 7th largest cable network.
- Discovery ranks #1 in non-subscriber interest (43%) in second annual Beta non-subscriber survey -- well ahead of CNN (35%), ESPN (35%) and AMC (33%).
- May Discovery announces that it will double its original programming hours and offer nearly seven times as many hours of originally created anthologies for its upcoming season.
- September Nielsen announces that Discovery is available to 52.5 million households, making it the sixth largest cable network and surpassing MTV.

1991

- March Discovery's Production Unit launches its quarterly **Discovery Specials** with the world television premiere of **Citizen Carter**, a chronicle of Jimmy Carter's post-presidential years.



| | |
|----------|---|
| February | Yankelovich Monitor study finds that Discovery is the most recognized environmental cable network, according to a survey of television viewers. |
| March | Discovery offers its viewers a fresh look at the 1992 presidential hopefuls with its timely special, The Presidential Candidates: Address to the Nation . The two-hour program is anchored by CBS News veteran Walter Cronkite. |
| April | <p>Discovery presents its most ambitious original production, In the Company of Whales, a feature length film that captures the true beauty and essence of the world's largest mammals. The film is hosted by the world's foremost whale expert, Roger Payne.</p> <p>The Learning Channel launches Teacher TV as a weekly series in response to the overwhelmingly positive feedback of teachers to the November 1991 pilot.</p> |
| May | <p>The Discovery Channel announces its fall season lineup, its most ambitious ever, with 33 percent of programming original, co-produced or commissioned.</p> <p>Discovery is again #1 in non-subscriber interest (62%) versus CNN (52%) and the Family Channel (43%). Discovery's new acquisition, The Learning Channel, is ranked #1 in non-subscriber interest among new channels (35%), outranking Comedy Central (28%) and the Sci-Fi Channel (26%).</p> |
| June 17 | The Discovery Channel marks its 7th anniversary ranked as the 5th largest cable network with 57.8 million subscribers. |
| July | Discovery receives its first prime-time Emmy nomination as In the Company of Whales is nominated by the Academy of Television Arts and Sciences in the category of Informational Special. |

FAST FACTS

Discovery Communications, Inc.

History/page seven

August

The Learning Channel announces the launching in December of **Ready, Set, Learn!**, a daily six-hour commercial-free block designed to engage two-to-six year olds in enriching programming solely devoted to enhancing their readiness for school.

October 1

A year after its relaunch, The Learning Channel celebrates its one-year anniversary with a subscribership of 17.6 million, up from 15.5 million, its count on October 1, 1991.

December 11

Discovery Communications, Inc. leaps into television's new technology field as it announces **Your Choice TV™** -- a venture designed to help organize the hundreds of new viewing options made possible by digital compression.

1993

January

Discovery Communications, Inc. consolidates ownership

FAST FACTS

John Hendricks

**Founder, Chairman and CEO
Discovery Communications, Inc.**

Recently hailed by **Business Week** magazine as "the conscience of cable," John S. Hendricks is founder, Chairman of the Board and Chief Executive Officer of Discovery Communications, Inc. (DCI).

DCI owns and operates cable television's The Discovery Channel and The Learning Channel, as well as ancillary businesses in home video, interactive video, magazine publishing, and international program and distribution.

He incorporated the company, originally called Cable Educational Network, Inc., in 1982 in order to develop a new cable television service. As a result of these efforts, The Discovery Channel was launched on June 17, 1985. As the founder of The Discovery Channel, Hendricks created America's first cable network designed to provide world class documentary programming in the areas of nature, science and technology, history, human adventure and world exploration. The Learning Channel, which the company acquired in May 1991, complements Discovery with its mission to consistently offer people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

With an initial investment of \$25 million and Hendricks' obsession to bring documentary programming and innovative specials to American television, The Discovery Channel has become one of the fastest growing cable television networks and now ranks fifth in size, with nearly 59 million subscriber households.

-more-

John Hendricks
(continued)

Hendricks also serves as: Chairman, Board of Governors, National Academy of Cable Programming; Member, Board of Directors, University of Maryland Foundation; Member, James Madison Council, Library of Congress; Member, National Council, National Museum of Natural History, Smithsonian Institute; Member, Board of Directors, Cable Television Advertising Bureau; and Member, Advisory Board, Lowell Observatory.

Before Discovery, Hendricks served as president of the American Association of University Consultants (AAUC) - from 1976 to 1982. Hendricks founded AAUC, a private consulting organization specializing in media relations, television distribution to educational programming and direct mail marketing of educational programs and services. Clients of AAUC during Hendricks' tenure included over 160 colleges, universities and educational film distributors. AAUC worked to generate corporate grant support for university media projects and research activities in the sciences.

In conjunction with his AAUC duties between 1974 and 1980, Hendricks served as Director of Corporate Relations for the University of Maryland (Central Administration). Hendricks managed efforts that generated corporate and foundation contributions totalling \$7 million annually.

From 1973 to 1974, Hendricks served as Director of Community and Governmental Relations for the University of Alabama in Huntsville. While serving as Director, Hendricks raised \$3 million in contract awards.

Hendricks holds a B.A. in History (Magna Cum Laude, 1973) and an Honorary Doctorate (1991) from the University of Alabama in Huntsville.

FAST FACTS

Ruth L. Otte

President and Chief Operating Officer Discovery Networks

Ruth L. Otte is a business executive committed to creating a better world, and she firmly believes that television can play a critical role in that endeavor. As President and Chief Operating Officer of Discovery Networks, which manages and operates The Discovery Channel and The Learning Channel, she puts her ideals into practice. Discovery Networks' mission is to present television that enlightens and educates, as well as entertains.

Otte's efforts have won worldwide acclaim for The Discovery Channel, and helped transform a small, entrepreneurial venture into an international multimedia company that operates the fifth largest cable television network in the United States.

Ruth L. Otte

(continued)

earned an enviable reputation for its innovative documentaries and nonfiction specials and series covering such topics as nature and the environment, science and technology, history, human adventure and world exploration. The Learning Channel, cable's premier education network, consistently offers people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

Otte is quick to share credit with her extraordinary management team, individuals who, she says, help her to continually learn and grow. She believes that learning and continually challenging fundamental assumptions are essential to the company's success. People at all levels are encouraged to innovate and take the lead to create and enroll their colleagues in collaborative goals and projects.

Before joining Discovery, Otte honed both her knowledge of the cable business and her management skills at MTV Networks, where she spent seven years, most recently as Vice President of Marketing for MTV and VH-1 in New York. Her prior background includes eight years of marketing and consumer research experience with major corporations that include The Coca Cola Company, Fuqua Industries, Inc., Eaton Corporation and ITT.

Otte holds an M.B.A. from Georgia State University (1978) and a B.S. from Bowling Green State University (1971) in Bowling Green, Ohio. She graduated magna cum laude from both institutions.

Otte is currently CEO in Residence with the Graduate School of Management & Technology at the University of Maryland, University College. Otte was the 1991 Chairman of the Cable Television Administration & Marketing Society and has served on its Board of Directors since 1987. Her accolades include: the cable industry's Woman of the Year in 1987; one of the Top Ten Women in Cable in 1989; winner of the National Cable Television Association's Vanguard Award for Leadership in 1991; and winner of Women of Distinction Award by the National Association for Women in Education in 1991.

FAST FACTS

Greg Moyer

**Executive Vice President
Programming Group
Discovery Communications, Inc.**

As Executive Vice President of Programming for Discovery Communications, Inc. (DCI), Greg Moyer oversees the creation and acquisition of DCI's programming both domestically and internationally as the company continues to add services worldwide.

Moyer joined The Discovery Channel at launch in August 1985 as Director of Communications. In January 1987, he was named Vice President of Marketing and Communications and served in that post until November 1988 when he was promoted to Senior Vice President of Programming and assigned to lead the company into original production as well as oversee programming on The Discovery Channel and, beginning in 1991, on The Learning Channel. Moyer was promoted to the position of

Greg Moyer
(continued)

Since assuming responsibilities for programming in 1988, Moyer has steered Discovery into an aggressive strategy of original and co-production. Among the first programs were **Ivory Wars**, the critically acclaimed examination of elephant poaching in East Africa, and **Black Tide**, a one-year retrospective look at the tragic oil spill in Valdez, Alaska. Discovery's first originally commissioned series, **Invention**, produced in association with The Smithsonian Institution and the Beyond International Group, premiered in the fall of 1990. Today, there are over 300 hours of original production in the Discovery pipeline.

As head of Marketing and Communications, Moyer's first contributions included launching the award-winning **TDC** magazine (relaunched in September 1992 as **Destination Discovery**); creating the first trade advertising campaign for Discovery; and designing print materials for Discovery affiliates and press promotion.

Moyer was also one of two project art directors responsible for creating Discovery's new on-air promotional package. The on-air look won the "Best of Show" award in the Broadcast Designers Association's 10th Annual International Design competition in 1988.

After graduating from Bucknell University with a B.A. in Communications (1975), Moyer worked as an editor for a chain of daily newspapers in suburban Philadelphia before leaving to incorporate as a freelance photographer, writer, editor and designer. In 1980, he moved to Washington and accepted the post as Director of Communications for the Center of Science in the Public Interest, where he designed and executed a media and marketing plan that drove membership of the Washington, D.C.-based non-profit organization from 25,000 to 80,000 members.

Moyer left the Center for Science to accept the post at Discovery less than two months after the cable service launched.



ALASKAN BEARS

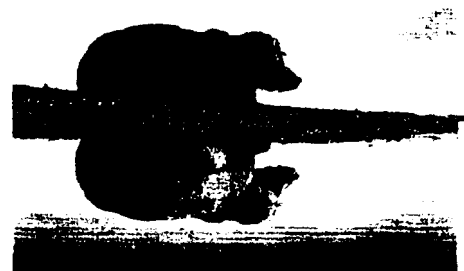
Going where no camera has gone before, the producers of *Alaskan Bears* create respect and concern for these awe-inspiring creatures.

Filming with the aid of bear experts from the Alaska State Department of Fish and Game, *Alaskan Bears*' camera crews were able to get incredibly close to their subjects in never-before-seen, remote areas of Alaska. The one-hour special focuses on how the bears have adapted to a tough Alaskan environment.

Extraordinary footage shows bears preparing for hibernation, searching for food, and going on "spring break" – a period when the usually isolated creatures enjoy each others' company. Breathtaking cinematography captures the land in which they live: volcanic mountains and rugged shorelines.



A DISCOVERY ORIGINAL PRODUCTION.



DISCOVERY COMMUNICATIONS, INC.
7700 Wisconsin Avenue
Bethesda, Maryland 20814-3522
301.986.1999

New York 212.751.2120
Chicago 312.946.0909
Los Angeles 310.551.1611
Detroit 313.524.0840



A WORLD
AWAY

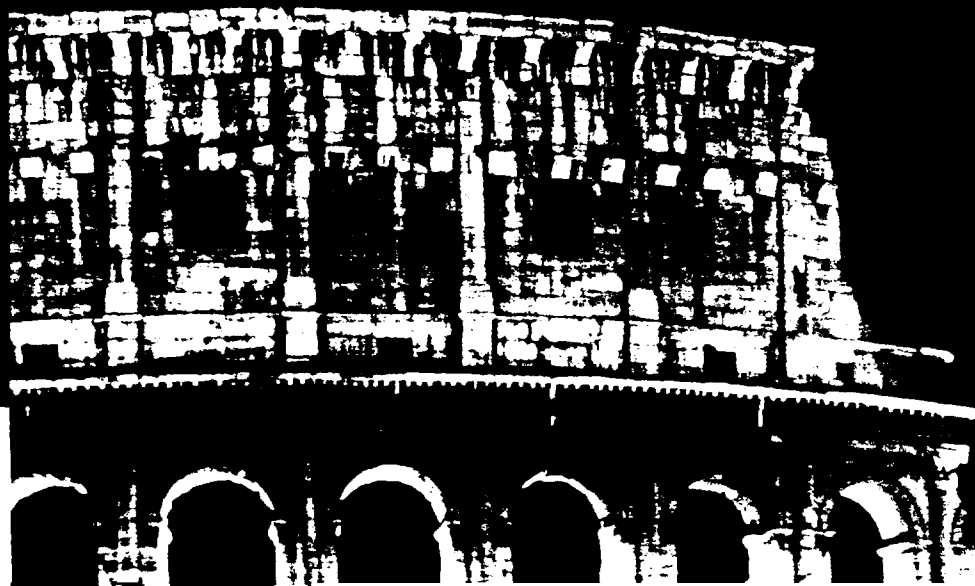
PORTRAIT OF
A PEOPLE

DISCOVERY
PROFILE
SERIES

DISCOVERY
SHOWCASE

DISCOVERY
SIGNATURE
SERIES

DISCOVERY



A WORLD AWAY



Let award-winning writer/producer Nancy Glass tempt you away from your usual routine with a whirlwind trip to an unusual destination. From an impromptu bongo concert in

London's Covent Garden to a stirring Buddhist ceremony in a Tibetan shrine to the sparkling spray of a wild New Zealand adventure, it's a series of **one-hour** trips that truly take you...*A World Away*.

PORTRAIT OF A PEOPLE

Portrait Of A People is a new, multiple award-winning anthology of shows concerning endangered cultures. Worldwide events make this anthology of **hour-long episodes** even more important than ever. One of this year's episodes, *Disappearing Worlds: The Wodaabe*, features a cattle herding tribe in the vast African desert. As the Wodaabe lifestyle grows more and more tenuous, so does their tribal identity. The cameras that filmed this episode may have captured the Wodaabe's last moments. Other episodes this year include *Fragile Earth: Triangle of Life*, *Lost Land of Tanu Tuva*, and *Disappearing Worlds: The Kayapo*. Many episodes of *Portrait Of A People* were made by Granada TV, maker of JEWEL IN THE CROWN and BRIDESHEAD REVISITED.



Host: Phil Donahue

DISCOVERY PROFILE SERIES

Focusing on magnetic personalities, historical events and social sciences. That's the mission of *Discovery Profile Series*, a returning anthology of **one-hour mini-series episodes**. This year, the mini-series includes *Great Fighting Machines of World War II*, which examines the courage shown by men at war as they grapple with the technology that would change defense forever. Other mini-series scheduled: *Crime Inc.*, *Jack Hanna's Wildlife Series* and the *Human Animal*, hosted by Phil Donahue.

DISCOVERY SHOWCASE

Since the fall of 1988, *Discovery Showcase* has presented a potpourri of some of Discovery's most popular programs and exciting premieres. Continuing in the tradition of superlative **hour-long episodes**, this year's schedule includes two **new episodes**: *The Nature World of Mitsuaki Iwago: Penguin Summer*, filmed in Antarctica, and *Bodie: Ghost Town Frozen in Time*, an entertaining look at a harsh gold mining camp. Other shows include *The Next Disaster — Are You Prepared?*, and *The Dynamite Dynasty*, about a family-run demolition company.

DISCOVERY SIGNATURE SERIES

Discovery is known for its nature and adventure series and *Discovery Signature Series* is the best of the best. This year's **hour-long programs** include the **new** mini-series *Endangered World - Zimbabwean Trilogy*, the **new** five-part mini-series *Secrets of the Deep*, and the returning four-part mini-series *The Galapagos*.





DISCOVERY SUNDAY

Discovery Sunday features premiere airings of high-profile documentaries and repeats of popular programs in a variety of genres often with a pop culture twist. The **two-hour block** may showcase two different one-hour programs or one two-hour program. Highlights for this season include *Radio Bikini*, a chronology of atomic testing on Bikini Atoll, *Beyond Bizarre*, an exploration of strange people, places, and rituals, *Korea: The Forgotten War*, and *Women Undercover*, a look at women working for the DEA hosted by actress Betty Thomas (Sgt. Lucy Bates of *HILL STREET BLUES*).



DISCOVERY PRESENTS...

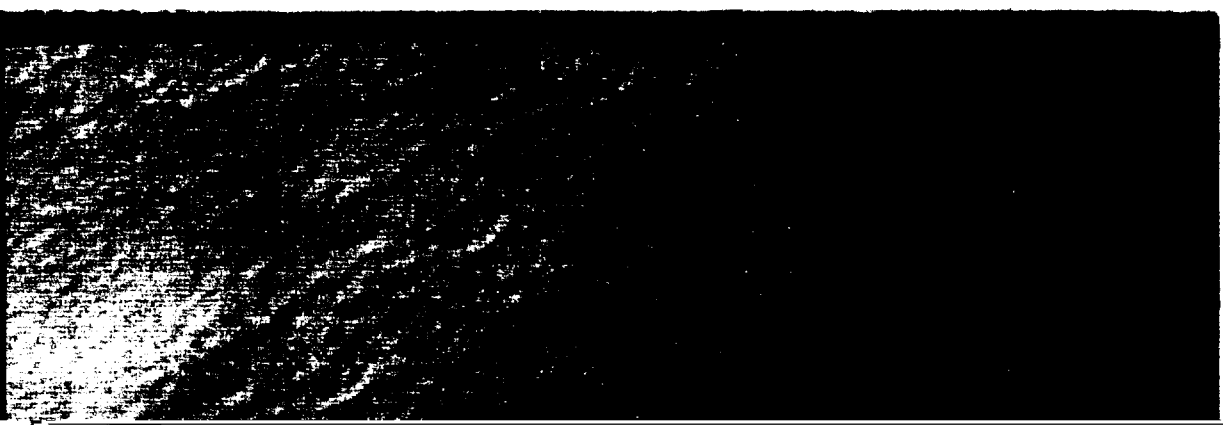
All week long for 13 weeks, *Discovery Presents*... offers viewers **hour-long** opportunities to immerse themselves in exciting, engrossing and often unusual subjects. Viewers might spend five consecutive nights exploring *The Wonder of Western Australia*. The next week, they'll delve into *Timewatch*, the series that probes the mysteries of history. Or broaden their understanding of our world in Emmy Award-winning *Planet Earth*. Every night the story builds. Every week a new subject takes the stage. *Discovery Presents*... is a unique chance to know a single subject inside out - and that means viewers come back night after night, week after week.



DISCOVERY COMMUNICATIONS, INC.
7700 Wisconsin Avenue
Bethesda, Maryland 20814-3522
301.986.1999

313.751.2126
312.946.0909
310.551.1611
313.524.0840

IT'S YOUR WORLD



FRONTIERS

A WORLD OF IDEAS

THE WORLD: A TELEVISION HISTORY

How can you stuff 10 million years of human history into 25 **half-hour** episodes? Ask Professor

PROGRAM HIGHLIGHTS

- THE AGRICULTURAL
- REVOLUTION —
- 8000-5000 BC



**FRONTIERS
OF FLIGHT**

SKYBOUND

V PLANES

WINGS

IT'S YOUR WORLD

THE BIG WET

THE BIG WET

Once a year, the dry

'S YOUR WORLD REACH IT

JUSTICE FILES

TERRA X

ARTHUR C.
CLARKE'S
WORLD OF
STRANGE
POWERS



JUSTICE FILES

Justice Files, Discovery's new hour-long series, presents a gripping alternative to



tabloid TV crime shows and superficial coverage of America's crime explosion. Emmy award-winning ABC News correspondent Forrest Sawyer leads viewers through real cases, getting into the story with real cops and real victims. Painstakingly reconstructed stories use actual video, participants and eyewitnesses. *Justice Files* doesn't stop with the crimes. It delves into the reasons for crime, examining how each type of crime



affects society and how to prevent similar crimes in the future. Star attorney Arthur Miller describes how laws have

TERRA X

The Curse of the Pharaoh. Atlantis. Ancient astronauts visiting Corsica and Malta. Is there any truth to these myths and legends? Yesterday's mysteries get solved by today's scientists in *Terra X*, the returning half-hour series. Was there really a pharaoh's curse? Yes, but it wasn't mystical. It was a cleverly laid Egyptian bacterial booby trap that poisoned some of the discoverers of King Tutankhamen's tomb. To find out more, viewers can turn to *Terra X*.

ARTHUR C. CLARKE'S
WORLD OF
STRANGE POWERS

Magic...extra-sensory-perception...ghosts. The supernatural is the subject when scientist, author and inventor Arthur C. Clarke takes viewers on a half-hour journey to the edge of reality. *Arthur C. Clarke's World of Strange Powers* investigates curious visions and odd possibilities in a manner that will give even the hardest-headed pragmatic viewers food for thought.

